

[7/A-3]

SEAT No. _____

No. of Printed Pages : 2

Sardar Patel University
B Com Semester III Examination
Thursday, November 29, 2018
Time: 10:00 am to 12:00 pm
English & Business Communication III
UB03FCOM02 (New course)

Marks:60

Q. 1 Attempt the following questions:

(15)

- 1). How did Edmond Dantes escape from the prison Chateau D'If?
- 2). Draw a character sketch of Haydee.

OR

Q. 1. Attempt the following questions:

(15)

- 1). Give an account of Edmond Dantes as the hero of the novel.
- 2). How did Dantes take revenge on Villefort?

Q. 2 .(A) Write a brief note on any one of the following:

(05)

- 1). The trap against Dantes
- 2). The role played by Abbe Faria

Q. 2 .(B) Read the following passage carefully and answer the questions that follow:

Companies from sectors that are consumer driven –FMCG, retail focused banks, passenger vehicle and cement- are the most consistent in creating wealth for shareholders in the long term. Of these sectors, banking and financial services companies have been emerging as the fastest wealth creators of late, according to a study by leading domestic financial services house Motilal Oswal .

The study also noted that Titan, the Tata Group company that's a major player in watches and jewellery sector is the most consistent wealth creator in India, followed by Godrej Consumer. Both the companies are majority-owned by Parsi families known for entrepreneurship and long term business acumen.

The study also showed that HDFC bank, Reliance Industries and TCS were the biggest wealth creators for their share holders in the last five years, starting fiscal 2013, while India bulls Ventures, Dalmia Bharat and TVS motors were fastest wealth creators during the same period. The annual wealth creation study, with market capitalization as the proxy for wealth, is in its 23rd year.

Questions:

1. Companies from which sectors are the most consistent in creating wealth for shareholders in the long term? (02)
2. Which sectors have emerged as the fastest wealth creators? (02)
3. For what are the Parsi families are known? (02)
4. Write the name of the leading domestic financial services house mentioned in the passage. (02)
5. Find out antonyms for the following from the passage: (02)
(a) destroyer (b) minority

(P.T.O)

1

OR

Q. 2 (A) Write a brief note on any one of the following: (05)

- 1). Fernand Mondego
- 2). Mr. Morrel

Q. 2 (B) Read the following passage carefully and answer the questions that follow:

The disagreements between Reserve Bank of India and government are deep and serious. They are apparent in speeches, tweets and observations critical of the central bank from even highways minister Nitin Gadkari. It's not uncommon for RBI and government to disagree on issues as they have different roles. But differences have been resolved through communication at senior levels. It's this history which makes the current friction extraordinary as informal mechanisms to resolve differences appeared to have broken down.

RBI's role is not just limited to tackling inflation or regulating banks. It's also at the heart of the system to ensure financial stability. Consequently, its credibility is all important it must not be messed with any action on the government's part that undermines the central bank's credibility will have an impact on financial stability. At a time when India's domestic saving is not enough to fund investment, inflow of foreign investment bridges the gap among other things, this inflow could dry up if RBI's functional autonomy is seen to be undermined.

Three issues seem to be at the heart of the current friction. One, Prompt Corrective Action (PCA), an RBI regulatory constraint on fresh lending by banks with a high proportion of bad loans. Two, differences about the extent of liquidity available for NBFC's which play a critical intermediation role in credit to small businesses. Three, the "economic capital framework" for RBI's balance sheet. These issues have shown upon one way or the other over the last three decades. Invariably, they have been resolved through talks where a compromise has been reached or one side has been able to persuade the other.

Questions:

1. Where do we find the disagreements between Reserve Bank of India and government? (02)
2. Is it common for RBI and government to disagree? Why? (02)
3. What will have an impact on financial stability? (02)
4. Mention three issues at the heart of the current friction between RBI and government? (02)
5. State whether the following statements are true or false: (02)
 - (a) RBI's role is just limited to tackling inflation or regulating banks.
 - (b) The current friction between RBI and government is ordinary.

Q. 3. (A) How does the semantic barriers affect to communication? How can this problem be solved? (10)

(B). Define upward communication, the objectives and media. (05)

OR

Q. 3. Write short notes on the following: (15)

1. The downward communication
2. The grapevine
3. Socio-psychological barriers to communication

Q. 4. (A) Draft a letter of complaint from Sapna Silk Palace, Anand to Subhlaxmi Silk Emporium, Chennai for receiving the consignment of silk sarees defective in design and colours. (07)

Q. 4.(B) One of your customers has failed to clear his outstanding bills in spite of your two reminders. Write a collection letter asking to settle the account at the earliest. (08)

OR

Q. 4.(A) Patel Sales Corporation have received the consignment of moulded furniture from Supreme Furniture Mart in a damaged condition. Draft a letter of adjustment on behalf of Supreme Furniture Mart.

(08)

Q. 4.(B) On behalf of Ajanta Hosiery, Ahmedabad, write a collection letter to notify Rajesh Readymade Store, who have failed to pay their bill on the due date. (07)

*****X*****

②